



Visualize a Successful Presentation

Your subconscious mind respects what your conscious mind expects. Master closers know that every close originates in the salesperson's mind. They build assumptive attitudes long before the actual sales call with a series of simple visualization exercises.

To become a successful closer, invest a few minutes of your time prior to meeting with your prospect.

Visualize your prospect accepting your proposal, moving into the workspace, or signing the agreement. If you fail to close the sale in your mind, you will not be able to close the sale with the prospect.

Take a look at the five tips below and ask yourself "How good am I at that?"

Establish and maintain a positive attitude.

The first rule of life: Have an "I can do it" state of mind all the time. Your commitment to a positive attitude will put you on an unstoppable path to success. A positive attitude is a daily commitment. Get one. What is your attitude?

Be confident in your abilities.

Confidence in what you do and who you are breeds confidence to buy what you sell. How is your self-confidence?

Take pride in what you do.

Pride shows. It has an enthusiasm that attracts people to you and your business. How strong is your pride?

Have excellent knowledge of your product, business and industry.

A given for any professional in any field. How is yours?

Prepare to sell.

Consultative selling assumes that the salesperson is prepared with ideas, information, tools, proposals and specific preparation to a prospect's needs and requests. How prepared are you?

Instructions: Develop your own positive visualization exercises using the five tips listed above to visualize your successful sales call (i.e., create a mental movie).
